

Mktg 496: Principles of Pharmaceutical Marketing

The nature and scope of the pharmaceutical industry, its marketing practices and environment with emphasis on skills and techniques used in the efficient administration of a pharmaceutical sales program.

3 Credits

Prerequisites

• Pre-Requisite: 24 Earned Hours

Cross-listed Courses

• Phad 496: Principles of Pharmaceutical Marketing

Instruction Type(s)

• Lecture: Lecture for Mktg 496

Subject Areas

• Marketing/Marketing Management, General

Related Areas

- International Marketing
- Marketing Research

